

ACKNOWLEDGEMENT

Firstly, we want to thank Allah SWT for giving us chance and opportunity to continue our study on diploma level and for helping us getting through this challenging and long journey successfully. Our gratitude and thanks go to our mother, father and lecturer, Sir Nazri bin Nasir.

Finally, this report is dedicated to our parents for the vision and determination to educate me. This piece of victory is dedicated to all our parents. Alhamdulillah.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
TABLE OF CONTENTS	2
1.0 INTRODUCTION	4
1.1 EXECUTIVE SUMMARY	5
1.2 BUSINESS BACKGROUND	6
1.3 BUSINESS PARTNERS BACKGROUND	8
2.0 ADMINISTRATION PLAN	12
2.1 INTRODUCTION TO THE ORGANIZATION	13
2.2 ORGANIZATION CHART	16
2.3 ADMINISTRATION PERSONNEL	17
2.4 OFFICE EQUIPMENT AND SUPPLIES	20
2.5 OFFICE FURNITURE AND FITTINGS	21
2.6 ADMINISTRATIVE BUDGET	22
3.0 MARKETING PLAN	23
3.1 PRODUCT AND SERVICE DESCRIPTION	24
3.2 TARGET MARKET OF THE CAFÉ	24
3.3 MARKET SIZE AND SALES FORECAST	26
3.4 COMPETITORS ANALYSIS AND MARKET SHARE	28
3.5 MARKETING PERSONNEL SCHEDULE	30
3.6 MARKET MIX	31
3.7 MARKETING BUDGET	34
4.0 OPERATIONAL PLAN	35
4.1 PROCESS PLANNING	36
4.2 OPERATION LAYOUT	37
4.3 PRODUCTION PLANNING	38
4.4 MATERIAL REQUIREMENT PLANNING	38
4.5 MACHINE & EQUIPMENT PLANNING	40

4.6	LOCATION	42
4.7	MAN POWER PLANNING	43
4.8	BUSINESS AND OPERATION HOURS	44
4.9	PERMITS AND LICENSE	44
4.10	OPERATION BUDGETS	45
4.11	IMPLEMENTATION SHCEDULE	46
5.0	FINANCIAL PLAN	47
5.1	OPERATIONAL BUDGWET	48
5.2	PROJECT IMLEMENTATION COST & SOURCES OF FINANCING	51
5.3	PRO-FORMA CASH FLOW	52
5.4	PRO-FORMA INCOME STATEMENT	53
5.5	PRO-FORMA BALANCE SHEET	54
6.0	BUSINESS MODEL CANVA	56
7.0	CONCLUSION	58
	APPENDICES	60



1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

There are many businesses that is available in Malaysia from restaurants to hotels business. The trends that are currently happening in Malaysia is aesthetic place especially restaurants and cafes where people are willing to travel far just to get a good outfit of the day (OOTD) picture from the place. When they take picture and post it on social media, there is a high probability that there will be engagement to internet users thus making them wants to go to the place. It is like a free advertisement just because of the aesthetic scenery. The business that we chose is aesthetic themed café named Carstenz Café where we sell variable of drinks and foods. The signature product of our café will be our coffee that is imported from Indonesia. The name of our café is coming from a mountain in Indonesia named Carstensz Pyramid or Mount Carstensz. There are multiple objectives of the café, but the mains objectives are to offer the best quality coffee and provide a comfortable place to for the customers. There are also multiple goals for the café either short term or long term. For the short term the café needs to be accepted by nearby community while for the long term is for the café to be well known in upcoming 5 years. There are four personnel in the business and each one hold a manager position and all personnel are also the work force for the café. The café will also sell food like pasta as heavy food and muffin as pastry. The target customer is teenagers, adult, elderly, coffee enthusiast and any person that like aesthetic places. The competitive advantage that the café have is the price where our average product price is RM 9 which is cheaper than starbucks that can cost up to RM 17 for a drink. The café is location will be located at Jalan Cantik, Taman Pelangi Indah, Ulu Tiram, Johor Bahru, Johor. The ground floor and first floor of the business lot will be rented. For the layout of the café, the kitchen and cashier will be on the ground floor as the dining area where it can fit 30 people at one time while the second floor will be the office. The café will be operated every day, and one personnel will take one day rest in a week.

1.2 BUSINESS BACKGROUND

The name of our business is Carstenz Café. The reason we chose the name is because the name is originally coming from a mountain in Indonesia named Carstensz Pyramid and our signature product is coffee drinks by using coffee beans in Indonesia. The café is located at Jalan Cantik, Taman Pelangi Indah, Ulu Tiram, Johor Bahru, Johor. The café's business legal entity is partnership. Next, the café provides product and service business. The product that our café make are coffees, green teas, and mineral water for the drinks. The food that the café has are pastas for heavy food and pastries like croissant, muffin and donut. Other than food and drinks there is one other attraction that make the café stands out which is the aesthetic landscape of the café. The view of the café and the name of the café is unique which will make it easier to be remember by anyone that come across the café whether in real life or in social media.

There are multiple reason for the factor in selecting the proposed business. First and foremost, the aesthetic restaurants and cafes has become a trend in recent years. We can see people taking outfit of the day (OOTD) picture in aesthetic places has become a trend and do not seem to go away anytime soon. Not only that, some of the picture also got a lot of engagement and likes from the internet user thus resulting the people to become more interested to go to the place. It is like a free advertisement for the place. Other than that, the location also has our targeted customer which are teenagers, adult, elderly, and office workers which makes the location very strategic. It is a relatively new which give the café a high potential for growth.

Purpose of Preparing Business Plan

1. To have the clear idea of the business objectives, goals, practicality of the business and opportunity as an entrepreneur.
2. To be as a guideline for the management of the system.
3. To evaluate the possibility of business.
4. To ensure support and convince venture capitalists, bankers, and investors to help raise capital.
5. To distribute business resources more efficiently.

Business Main Activity

Business Main Activity	
Core activity:	<p>To provide an excellent customer service to the customer regardless of their age</p> <p>To give a good and comfortable place for customer either they come to relax their mind or to do work</p> <p>To create a calm scenery and show a good mannerism to the customer to make sure the customer is not stress</p> <p>To give a delicious drink and foods to the customer</p> <p>To make sure the dining area and kitchen is clean at all time to keep the hygienic of the food and drink</p> <p>To always check the maintenance of the machines in the café to prevent any further problem</p>
Business Commencement	20 March 2022
Registration Details	20 October 2022



2.0 ADMINISTRATION PLAN

2.1 INTRODUCTION TO THE ORGANIZATION

VISION

To be the top 1 favorite aesthetic modern cafe where we are welcoming people to repeat.

MISSION

Create an aesthetic modern design, quality coffee, with friendly service

MOTTO

‘OOTD and CHILL’

Our motto already conveys our main objective, which is to create a chill environment that is perfect for those who enjoy dressing up, taking pictures, and hanging around. This also proves that our cafe's aesthetic current vibe is the reason people want to OOTD. From the name "Chill", it is clear we all work together to ensure that every client who visits our café leaves smiling.

OBJECTIVES

- Provide an amazing design cafe for people that like to OOTD capture their memories there.
- Comfy and chill place to stay and study for a time to time.
- To offer best and quality of coffee and our special menu where the coffee beans are from Indonesia.
- To provide a friendly, comfortable atmosphere where the customer can receive quality food, service, and entertainment at a reasonable price.

SHORT TERM GOAL

- Carstenz Café get to known and acceptance by nearby community in 3 months.

- Getting 50 customer in first day of opening Carstenz Café.

- Money in or income for at least RM 45,000 in the first month after opening.

- Hire a new employee in 8 months.

2.3 ADMINISTRATION PERSONNEL

List of Administration Personnel

POSITION	NO. OF PERSONNEL
GENERAL MANAGER	1
ADMINISTRATION MANAGER	1
MARKETING MANAGER	1
OPERATIONAL MANAGER	1
FINANCIAL MANAGER	1

Schedule of Tasks

POSITION	TASK AND RESPONSIBILITIES
GENERAL MANAGER	<ul style="list-style-type: none"> • Responsible for leading the organisation toward the company's vision, purpose, and goals. • The daily management of a company, region, operating unit, or division through planning, organising, leading, and controlling. • Makes decisions and works with others to generate ideas for business improvement. • Check on activities to make sure they're all being carried out according to plan. • Serve guests, take their orders, and prepare their meals.
ADMINISTRATION MANAGER	<ul style="list-style-type: none"> • In charge of organising the overall personnel administration plan. • To ensure that all equipment is adequate and effective before serving the customer. • To ensure that the management system is implemented systematically. • Managing and controlling employee salaries. • To discuss the cafe's responsibilities and job description.

	<ul style="list-style-type: none"> • Serve guests, take their orders, and prepare their meals.
MARKETING MANAGER	<ul style="list-style-type: none"> • Responsible for planning marketing tactics to maximise earnings. • Analyzing marketing shares, aims, and size. • Reviewing products and services offered by rival companies. • Serve guests, take their orders, and prepare their meals.
OPERATIONAL MANAGER	<ul style="list-style-type: none"> • Responsible for ensuring that Carstenz Cafe meets the standards stated. • Responsible for all technical aspects of business operations. • Examine the needs and comments of clients once they visit the cafe. • Serve guests, take their orders, and prepare their meals.
FINANCIAL MANAGER	<ul style="list-style-type: none"> • Responsible for managing financial flow. • Budget planning for businesses. • Monitoring and managing an organization's accounting, investment portfolios, financial reports, and other types of financial analysis. • To monitor the business's profit or loss and financial statements. • Serve guests, take their orders, and prepare their meals.

POSITION	NO.	MONTHLY SALARY (RM) (A)	EPF 13% (RM) (B)	SOCSSO 1.75% (RM) (C)	TOTAL AMOUNT (RM) (A-B-C)
GENERAL MANAGER	1	4000.00	520.00	70.00	3410.00
ADMINISTRATION MANAGER	1	3500.00	455.00	61.25	2983.75
MARKETING MANAGER	1	3500.00	455.00	61.25	2983.75
OPERATIONAL MANAGER	1	3500.00	455.00	61.25	2983.75
FINANCIAL MANAGER	1	3500.00	455.00	61.25	2983.75
TOTAL	5				15345.00

2.4 OFFICE EQUIPMENT AND SUPPLIES

List of Office Equipment & Supplies

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
EQUIPMENT			
Computer/laptop	3500.00	2	7000.00
Telephone	2000.00	1	2000.00
Printer	700.00	1	700.00
Wireless router Wi-Fi	1300.00	1	1300.00
External Hard disk	110.00	2	220.00
Air-Conditioner	1600.00	2	3200.00
Photocopy Machine	200.00	1	200.00
TOTAL			14620.00
SUPPLIES			
A4 Paper	63.00	2	126.00
Pen/box	40.00	2	80.00
Filing	6.00	50	300.00
Printer Ink	40.00	10	400.00
Calculator	30.00	2	60.00
Notepads	2.00	10	20.00
Others Expenditure			100.00
TOTAL			1086.00

2.5 OFFICE FURNITURE AND FITTINGS

List of Office Furniture and Fittings

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
Table and Chair Office	700	5	3500
Front Desk	990	1	990
Cabinet	500	2	1000
Coffee Table	400	1	400
Sofa	1000	2	2000
Curtain	40	4	160
Curtain Rod	50	4	200
Pantry Set	500	1	500
Chair	25	2	50
TOTAL			8800

2.6 ADMINISTRATIVE BUDGET

Administration Budget

ITEMS	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
FIXED ASSESTS			
OFFICE REQUIREMET	14620		
FURNITURE &FITTINGS	8800		
RENOVATION	20000		
WORKING CAPITAL			
RENT		4800	
UTILITIES		3500	
SALARIES, EPF &SOSCO		15345	
PRE-OPERATIONS			
DEPOSIT			4800
BUSINESS REGISTRATION			1000
LICENSE			100
OTHER EXPENDITURE			1086
	43420	23645	6986
TOTAL		74051	

A decorative scroll graphic with a black outline and rounded corners. The scroll is unrolled, showing the text '3.0 MARKETING PLAN' in the center. The scroll has a small circular tab on the left side and a small circular tab on the right side.

3.0 MARKETING PLAN

3.1 SERVICE DESCRIPTION

Carstenz Café is a cafe that follows the latest trends, which focuses on the aesthetic atmosphere. This café provides an aesthetic environment for every visitor who comes in search of something unique. This allows guests to enjoy the experience since not all places have cafés with the same theme.

Although the cafe focusses on themes and trends, we also pay great attention to the products offered. Our underlying philosophy in selecting products is to choose lines that will bring consistent quality, competitive prices, and product satisfaction to our customers. Our customers will receive many benefits from this because they not only can enjoy the beautiful scenery, but also enjoy the quality of the products used with reasonable price. In order to get the best result, we have personally researched and sampled each of the following products that we offer to ensure the quality we guarantee.

Our strength and originality should make us the first pick for individuals who just want to chill and share a picture on social media. However, to increase sale we create creative promotions, co-op advertising and many more. Marketing materials including printed banners, promotional posters, punch cards, and reader boards are custom designed to achieve the intended results while follow our own references.

Besides our strategic location, we also apply a rotating holiday system in place to allow customers to visit the cafe every day. As a result, the shop can remain open for whole week. Lastly, our cafe is open to hearing feedback in order to strengthen our weak points.

3.2 TARGET MARKET

The practise of grouping or segmenting a market of possible buyers based on numerous characteristics is known as market segmentation. Consumers in the segments have similar responses to marketing strategies and share characteristics such as similar interests, needs, or location. Its goal is to ensure that businesses can split their customers into groups in order to more effectively promote their product or service.

Geographic Segmentation

Geographic segmentation is the geographic division of a company's market. A market can be divided into cities, counties, regions, nations, and international zones. A market can also be classified as rural, suburban, or urban. Using this segmentation, we may decide which product the consumer need in a given location.

For Carstenz Café, Jalan Cantik, Ulu Tiram, Johor had been selected as our company location. This location can be assumed as a developing rural area. It is also very strategic as the lot is near to shop lots and residents' area. There is also Mydin Mall near this location, make it really suitable to open a café shop.

Demographic Segmentation

Demographic segmentation is the division of a market based on age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be split into numerous segments to help businesses target their customers more precisely. Our cafe welcomes people of all ages and genders. Anyone who comes will be treated as nicely as possible.

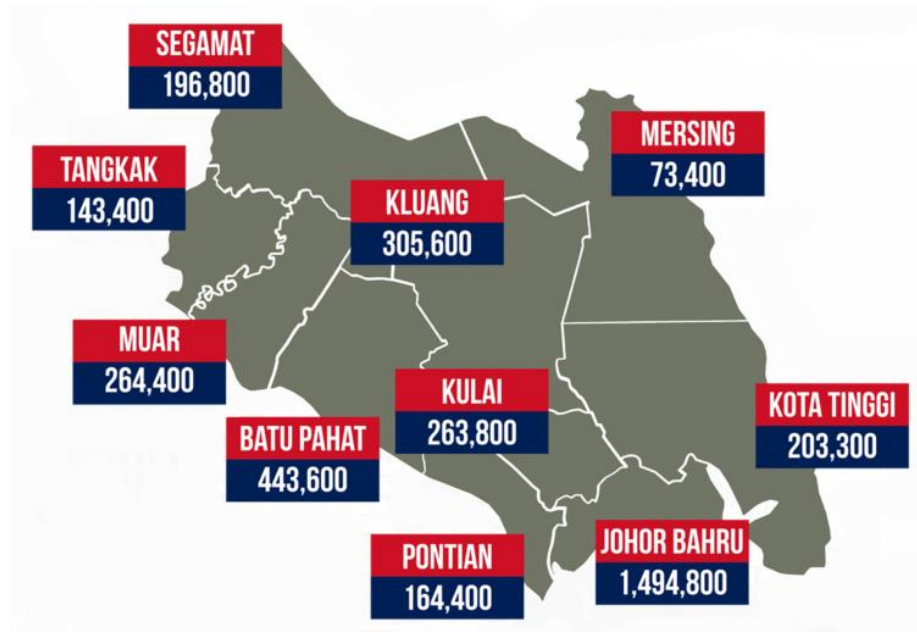
Psychographic Segmentations

Psychographic segmentation divides the market into sections based on the customer's lifestyle. A sort of lifestyle evaluation method is activities, interest, and opinion (AIO) surveys. It examines several potential influences on purchase behaviour, including customer attitudes, expectations, and activities. From our research, the majority of the population who prefer to live an aesthetic lifestyle are youngsters. To reach a large market, this cafe's advertising should focus more to the tastes of young people.

3.3 MARKET SIZE AND SALES FORECAST

Market size

The café is in Johor which is a very big state in Malaysia. The increased life expectancy is expected that would cause the increase in population. Our targeted customers is in Johor Bahru where the population is 1,494,800 which is a large market to enter.



Population in Johor Bahru is 1,494,800 people

Average price = The average spent on each receipt

Population x average price = market size

$$1,494,800 \times 29 = 43,349,200$$

Our sales forecast is 1.3% of the market size.

$$43,349,200 \times 1.3\% = 563,539.60 \text{ per year}$$

Our estimated average purchase is RM 29 per receipt.

$$563,539.6/29 = 19,432 \text{ customers per year}$$

$$19,432/12 = 1,619 \text{ customer per month (RM 46,960 per month)}$$

$$1,619/30 = 54 \text{ customer per day (RM 1,566 per day)}$$

Sales Forecast

Sales Forecast for a year:

MONTH	SALES FORECAST (RM)
January	44500
February	40600
March	49445
April	47850
May	49445
June	45240
July	46110
August	47647
September	46110
October	46748
November	50344
December	51243
Total	565282

Sales Forecast by year:

YEAR	PERCENTAGE INCREASE	SALES FORECAST
1	-	RM 565282
2	10%	RM 621810.20
3	15%	RM 715081.73

3.4 COMPETITOR ANALYSIS AND MARKET SHARE

Competitor analysis

COMPETITORS	STRENGTH	WEAKNESS
Starbucks	Have strong brand image, financial and extensive international supply chain	High price, imitability of products and generalized standards for most products
Richiamo Coffee	Strong customer service and excellent reputation	High price and less market data
Zus Coffee	A new trendy café that is rising up for its customer service and themed of the cafe	High price and not many café in Johor

Market Share

Market share is the division of market size between companies that are running the same type of business activities. The market share will consider the number of competitors, strength and weakness. The tables below show the market share division before and after our café enter the market.

Table for Market share before our café enter the market

COMPETITORS	MARKET SHARE (%)	TOTAL MARKET SHARE (RM)
STARBUCKS	50	21,674,600
RICHIAMO COFFEE	30	13,004,760
ZUS CAFE	20	8,669,840
TOTAL	100	43,349,200

Table for Market share after our café enter the market

COMPETITORS	MARKET SHARE BEFORE ENTRANCE (%)	MARKET SHARE AFTER ENTRANCE (%)	TOTAL MARKET SHARE AFTER ENTRANCE (RM)
STARBUCKS	50	49.57	21,488,198.4
RICHIAMO COFFEE	30	29.57	12,818,358.4
ZUS COFFEE	20	19.7	8,539,792.4

CARTENSZ CAFE	-	1.3	563,539.6
TOTAL	100	100	43,349,200.0

3.5 MARKETING PERSONNEL SCHEDULE

TASK	RESPONSIBILITIES
Analyzing the shares, targets, and size of the marketing.	Responsible to plan on marketing strategies to gain profit as much as possible.
Analyzing about product and service from other competitors.	Responsible to create content or poster on any thing to attract customer come to café.
Provide service and treatment to patients	

3.6 MARKET MIX

Product and Pricing

The main product for our café is our coffee that coffee beans from Indonesia. The coffee beans from Indonesia that we chose are Sumatra Gayo Coffee. The Sumatra Gayo coffee is grown at the height of 1000 meters above sea level and rated as one of the best Indonesia's coffees. The flavor is bold and rich in decadent dark chocolate with elated herbal notes making it taste so good. The coffee beans will be used to produce drinks like cappuccino, mocha, americano and hazel nut latte.

List of Drinks and prices

Drinks	Price (RM)
Cappuccino	8.50
Caramel macchiato	9.50
Hazel nut Latte	9.50
Americano	9.00
Mocha	8.50
Green tea	7.50
Mineral water	2.50

List of Foods and prices

Heavy Foods/ Pastry	Prices (RM)
Pasta Aglio Olio	13.50
Pasta Carbonara	14.00
Pasta Bolognese	14.00
Croissant	7.50
Muffin	7.00
Donut	6.00
Pie	8.00
Tart	7.00

Promotion

The cafes will have social media accounts to promote our product. The account will post anything about the cafes from the promotions, advertisement of the café and engagement with internet user to further tighten relationship with the public. In the future the cafes will do a collaborating with celebrities to gain more attention from the internet user. The account name will be @CarstenszCafe. The social media platform that will be used are:

1. Instagram
2. Facebook
3. Twitter
4. TikTok

Every café has a prepared strategy to get customers in and catch their attention. The same is true for us, as our plan begins with the big launch of our café. All visitors to the café receive a 50% discount on all drinks and food. Then, every two weeks on Friday, we provide a special 10% discount to attract customers to visit our café. Additionally, every month of a special celebration, such as Ramadan, would have a defined price or promotion that was reasonable and acceptable to many people. Finally, we would also follow the trend that can benefit us for financial gain during a public celebration like the General Election (Pilihan Raya Umum). Below is an example of a promotional poster.



Fridaze
COFFEE TIME

Special discount for today, don't forget to come to our coffee shop, thank you.

10% Off

BUY NOW 

www.cafeCarstenz.com

Friday promotion

Special
FOOD MENU

RAMADAN MONTH

50% OFF

ORDER NOW

Call Us For Delivery | www.cafeCarstenz.com
123-555-7890

Ramadan promo

3.7 MARKETING BUDGET

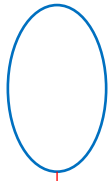
Table 7: Marketing Budget

ITEMS	FIXED ASSET (RM)	WORKING CAPITAL (RM)	OTHER EXPENSES (RM)
FIXED ASSET			
FURNITURE & FITTING	5,000		
SIGNBOARD CAFÉ	1,400		
WORKING CAPITAL			
PROMOTION		1,000	
PETROL AND VEHICLE MAINTENANCE		1,000	
ADVERTISEMENT		15,000	
OTHER EXPENDITURE			
OTHER EXPENDITURE			500
TOTAL (RM)	6,400	17,000	500

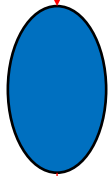
A decorative graphic of a scroll with a black outline and a light gray shadow. The scroll is unrolled in the middle, and the text is centered within this unrolled section. The scroll has a vertical bar on the left side and a small circular detail at the top right corner.

4.0 OPERATION PLAN

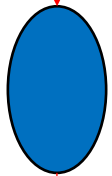
4.1 PROCESS PLANNING



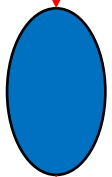
Customers look at the list menu at the cashier.



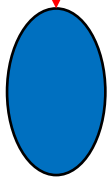
Customers make the order and payment.



Customers receive the bills and wireless queuing tool and wait for the meals.

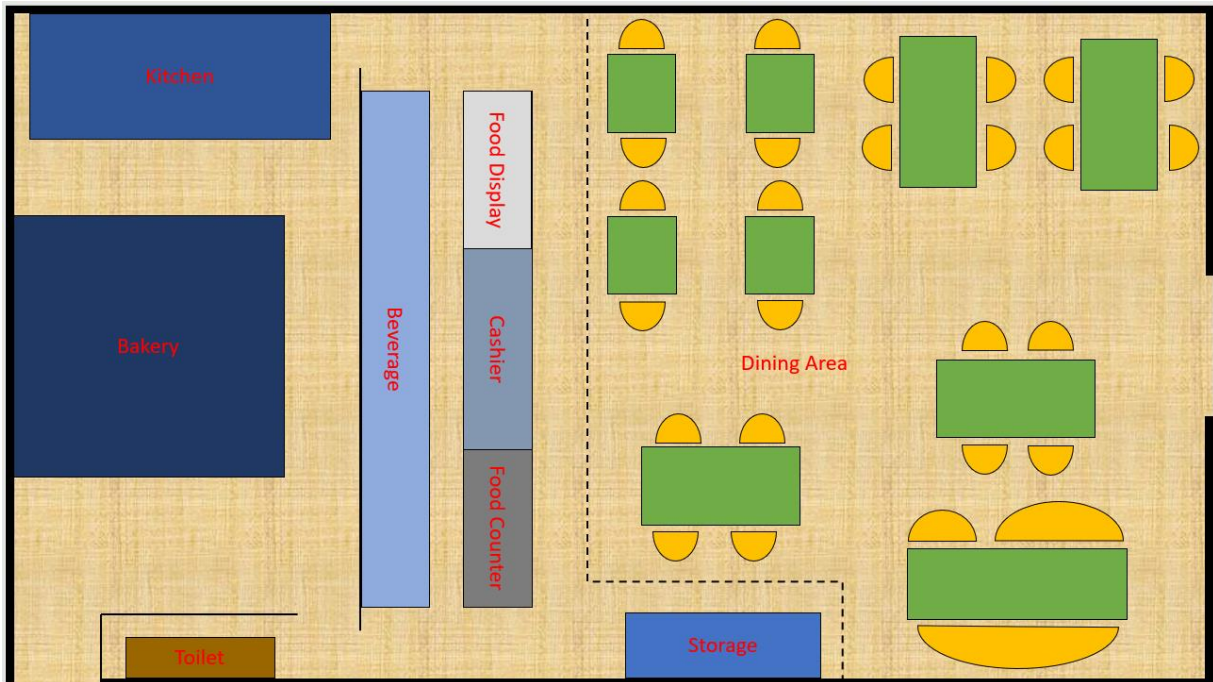


The device rings and customers return the device at the cashier. Then take the meals at the food counter.



Customers enjoy the meals and return or take away the meals.

4.2 OPERATION LAYOUT



Kitchen, bakery beverage, cashier will be area for staff. This is because it is the workplace for staff. At dining area, there have four set table for two person and four persons. It also has one set dining sofa for six persons. It suitable for family that want to hang out at the café. Storage area is small room that already had.

Figures below shown example design for aesthetic theme for interior café;





4.3 PRODUCTION PLANNING

Production planning per month

Information	Calculation		
	Pastry	Beverage	Main dish
Total work days	30		
Daily produced dish	60	70	30
Monthly produced dish	1800	2100	900
Price per unit (RM)	7.50	9.00	14.00
Average sales forecast per month, per dish (RM)	13,500.00	18,900.00	12,600.00
Total average sales forecast per month (RM)	45,000.00		

4.4 MATERIAL REQUIREMENT PLANNING

Bill Of Material

List of café item for one month

NO	Material	Quantity	Safety stock	Total material requirement	Price / unit (RM)	Total Price (RM)
1	Flour	50 kg	5 kg	55	3.50	192.50
2	Sugar	30 kg	10 kg	40	2.80	112.00
3	Spaghetti	20 kg	5 kg	35	9.50	332.50
4	Butter	50kg	10 kg	60	15.00	900.00

5	Egg	200 unit	50 unit	250	0.30	75.00
6	Milk	80 liter	10 liter	90	7.00	630.00
7	Coffee bean	5 kg	2 kg	7	227.00	1,589.00
8	Matcha powder	3 kg	1 kg	4	48.00	192.00
9	Caramel drizzle	3 bottles	2 bottles	5	102.00	510.00
10	olive oil	5 liter	2 liter	7	50.00	350.00
11	Minced beef	10 kg	3kg	13	39.00	507.00
12	Cheese	2 kg	2 kg	4	67.00	268.00
13	Paper cup (x 500)	2 cartons	1 carton	3	150.00	450.00
14	Straw (x 500)	2 cartons	1 carton	3	50.00	150.00
15	Ice	40 cartons	10 cartons	50	3.00	150.00
16	Yeast	5 kg	2 kg	7	26.00	182.00
17	Salt	2 kg	1 kg	3	5.00	15.00
18	Herb	1 kg	1/2 kg	1.5	50.00	75.00
						6,680.00

List of suppliers for café material.

NO	Material	Supplier
1	Flour	Natural Bake Plt
2	Sugar	Natural Bake Plt
3	Spaghetti	Aeon Mall
4	Butter	Natural Bake Plt
5	Egg	T & H Hong Seng Trading
6	Milk	Nestle
7	Coffee bean	Blend Coffe Roasters
8	Matcha powder	Natural Bake Plt

9	Caramel drizzle	Natural Bake Plt
10	olive oil	Aeon Mall
11	Minced beef	Aeon Mall
12	Cheese	Natural Bake Plt
13	Paper cup (x 500)	Green Eco Paradise
14	Straw (x 500)	Green Eco Paradise
15	Ice	Atlas Edible Ice
16	Yeast	Natural Bake Plt
17	Salt	Aeon Mall
18	Herb	Natural Bake Plt

4.5 MACHINE & EQUIPMENT PLANNING

List of machines and equipment

No	Machines / Tools	Quantity	Price / unit (RM)	Total price (RM)
1	Coffee machine set	1	8,950.00	8,950.00
2	Mixer	1	200.00	200.00
3	Refrigerator	1	2,280.00	2,280.00
4	Freezer	1	750.00	750.00
5	Food processor	1	280.00	280.00
6	blender	2	770.00	1,540.00
7	Queuing wireless calling system	1	530.00	530.00
8	oven	1	2,250.00	2,250.00
9	Microwave oven	1	430.00	430.00
10	Cash register	1	1,900.00	1,900.00
11	Payment card machine	1	1,300.00	1,300.00
12	Dining room sofa	1	1,290.00	1,290.00
13	Table set for 2 persons	4	1,200.00	4,800.00

14	Table set for 4 persons	4	1,600.00	6,400.00
15	Food display rack	1	985.00	985.00
16	Deep plate	40	15.00	600.00
17	Small plate	50	8.75	437.50
18	Coffee cup	40	13.00	520.00
19	Dustbin	3	27.00	81.00
20	Cutlery set (x 12)	12	23.00	276.00
21	open burner	1	1,200.00	1,200.00
22	pan frying	2	70.00	140.00
23	pot	1	330.00	330.00
24	kitchen utensils set	3	35.00	105.00
				37,574.50

List of machines and equipment supplier

Machines / Tools	Supplier
Coffee machine set	Murah Kitchen
Mixer	Murah Kitchen
Refrigerator	Murah Kitchen
Freezer	Murah Kitchen
Food processor	Murah Kitchen
blender	Murah Kitchen
Queuing wireless caling system	Shopee
oven	Murah Kitchen
Microwave oven	Murah Kitchen
Cash register	QubePos
Payment card machine	QubePos
Dining room sofa	Deven Design
Table set for 2 persons	Deven Design

Table set for 4 persons	Deven Design
Food display rack	Murah Kitchen
Deep plate	Ikea
Small plate	Ikea
Coffee cup	Ikea
Dustbin	Ikea
Cutlery set (x 12)	Ikea
open burner	Murah Kitchen
pan frying	Murah Kitchen
pot	Murah Kitchen

4.6 LOCATION

Location for Carstenz Café is very strategic where it is near to shop lots and residential areas. Therefore, it will attract people especially worker people after they stress with work then they came to the café to relieve stress and rest their mind while drink at the café. The location also demonstrates that there are numerous places near us where people can stop by and visit our café.

Location: Jalan Cantik, Taman Pelangi Indah, Ulu Tiram, Johor Bahru, Johor

Property details:

- Property type: Shop for Rent
- Property title type: Individual
- 1 bathroom and 1 toilet
- 2 sinks

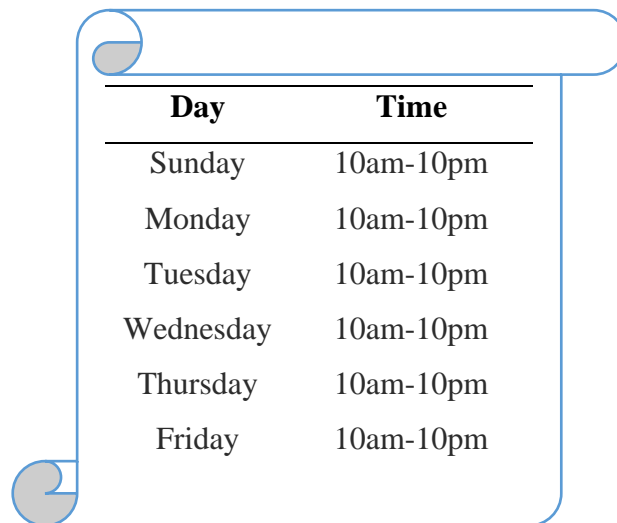
Built up size: 1540 sqft (Ground Floor & First Floor)



4.7 MAN POWER PLANNING

$$\begin{aligned}
 \text{Man power} &= \frac{\text{Planned rate of production per day}}{\text{worker productive time per day}} \times \text{worker standard production timw/unit} \\
 &= \frac{160}{8} \times \frac{1}{4} \\
 &= 5 \approx 5 \text{ workers}
 \end{aligned}$$

4.8 BUSINESS AND OPERATION HOURS



Day	Time
Sunday	10am-10pm
Monday	10am-10pm
Tuesday	10am-10pm
Wednesday	10am-10pm
Thursday	10am-10pm
Friday	10am-10pm

4.9 PERMITS AND LICENSE

In order to open the café, we must do registration at Majlis Bandaraya Iskandar Puteri (MBIP) because they are local authority (PBT) at the location that we choose to start the business. We must pay RM 20.00 for our new registration to start the business.

List of General License Required:

- Copy of business registration by SSM for business partners
- Copy of company registration Sdn. Bhd.
 - Form 9/ Form 8/ Form 13;
 - Form 49;
 - Form 23, latest;
 - Memorandum and Article of Associate (MAA);
- Copy of IC / passport of applicant
- Power of attorney from applicant in typed and company stamp with attorney IC
- Copy of Tenancy Agreement / Sales and Purchase Agreement (stamping)
- Copy of certificate of eligibility to occupy the building (SKM) / Form F (CCC) / Property tax that has been paid
- Billboard attachment on premises (Colored)
 - Verified billboard visuals by Dewan Bahasa dan Pustaka; or
 - Language certification certificate, Dewan Bahasa dan Pustaka (online registration)

Addition Documents

- Picture that has been installed and covered with tiles
 - Kitchen floor
 - Kitchen wall (5 feet heights)
- Copy of Food Handling Certificate
- Copy of typhoid injection certificate
- Picture / bill payment of grease trap for premises

4.10 OPERATION BUDGETS

Table for operation budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Machines and equipment	37,574.50		
Renovation	32,000.00		
Raw material		6,800.00	
Wages + EPF + SOCSO			
Utilities			420.00
Rent			
Deposit of rent			
Deposit of utilities			
Total	69,574.50	6,800.00	420.00
Overall total		76,794.50	

4.11 IMPLEMENTATION SCHEDULE

Table for our implementation schedule for our cafe

Activities	Deadline	Duration
Incorporation of business	October – December 2022	3 months
Application licenses and permits	January – March 2023	3 months
Searching for premisses	April – May 2023	2 months
Renovation	June – August 2023	3 months
Procurements raw material and machines	September – November 2023	3 months
Installation of machines	December 2023	1 month

A decorative graphic of a scroll with a black outline and rounded corners. The scroll is unrolled, with the top and bottom edges curving upwards. The text "5.0 FINANCIAL PLAN" is centered within the scroll.

5.0 FINANCIAL PLAN

5.1 OPERATIONAL BUDGET

- Administrative Budget

Table administrative budget

Administrative Budget	
Fixed Assets	RM
Office Equipment	14,620
Furniture & Fittings	8,800
Renovation	20,000
Working Capital	
Rent	4,800
Utilities	3,500
Salary, EPF & SOCSO	18,000
Pre-Operations	
Deposit (rent, utilities, etc)	4,800
Business Registration & License	1,100
Other Expenditure	1,086
TOTAL	76,706

Total administrative budget: **RM 76,706**

- Marketing Budget

Table marketing budget

Marketing Budget	
Fixed Assets	RM
Signboard Café	1,400
Furniture & Fittings	5,000
Working Capital	
Promotions	1,000
Petrol and vehicle maintenance	1,000
Advertisement	15,000
Other Expenditure	
Other Expenditure	500
TOTAL	23,900

Total marketing budget: **RM 23,900**

- Operation Budget

Table operation budget

Operation Budget	
Fixed Assets	RM
Machine	37,574.50
Renovation	32,000
Working Capital	
Raw Materials & Packaging	6,800
Other Expenditure	
Other Expenditure	420
TOTAL	76,794.50

Table 3 operation budget

Total operation budget: RM 76,794.50

5.2 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING

- Carstenz Café sources of finance

Table sources of finances

Project Implementation Cost		Sources of Finances	
Requirements	Cost	Loan	Own contributions (Cash)
Fixed Assets			
Office Equipment	14,620	7,310	7,310
Furniture & Fittings	13,800	6,900	6,900
Renovation	52,000	52,000	0
Machines	19,000	19,000	0
Operation equipment	18,574.50	18,574.50	0
Working Capital			
Administrative	26,300	25,393.90	906.10
Marketing	17,400	17,400	0
Operations	7,220	7,220	0
Pre-operations & Other expenditure	7,486	7,486	0
TOTAL	176,400.5	161,284.40	15,116.10

5.3 PRO-FORMA CASH FLOW

Table Pro-forma cash flow

YEARS	1	2	3
CASH INFLOW			
Capital (Cash)	15,116.10	0	0
Loan	161,284.40	0	0
Cash Sales	565,282	621,810.20	715,081.73
Collection of Accounts Receivable	0	0	0
TOTAL CASH INFLOW	741,682.50	621,810.20	715,081.73
CASH OUTFLOW			
Administrative Expenditure			
Salaries, EPF & SOCSO	216,000	216,000	216,000
Renovation	20,000	0	0
Marketing Expenditure			
Promotions	1,000	1,000	1000
Advertisements	15,000	15,000	15,000
Operations Expenditure			
Machine	19,000	6,511.05	7,487.71
Operation Equipment	18,574.50	2,790.45	3,209.02
Carriage Inward & Duty	2,400	4,140	5,175
Renovation	32,000	0	0
Raw Material	81,600	89,760	103224
Other Expenditure			
Pre-Operations			
Deposit (rent, utilities,)	109,440	103,800	119370
Business Registration & Licences	1,100	0	0
Other Pre-Operations Expenditure	1,586	1986	1986
Fixed Assets			
Purchase of Fixed Assets - Land & Building	0	0	0
Purchase of Fixed Assets - Others	29,820	0	0
Loan Repayment:			
Principal	32,256.88	32,256.88	32,256.88
Interest	8,064.22	6,451.38	4,838.53
TOTAL CASH OUTFLOW	587,841.60	479,695.76	509,547.14
CASH SURPLUS (DEFICIT)	153,840.90	142,114.44	205,534.59
BEGINNING CASH BALANCE	0	153,840.90	295,955.34
ENDING CASH BALANCE	153,840.90	295,955.34	501,489.93

5.4 PRO-FORMA INCOME STATEMENT

Table Pro-forma income statement

	Year 1	Year 2	Year 3
Sales	565,282	621,810.20	715,081.73
Cost of Sales	297,600	305,760	319,224
Opening Stock of Finished Goods	40,274.50	4,500.18	5,434.90
Purchase	0	0	0
less: Ending Stock of Finished Goods	150	180	130
Carriage Inward & Duty	2,400	4,140	5,175
Gross Profit	265,132	311,730.02	390,552.83
Less: Expenditure			
Administrative Expenditure	143,020	103,800	119,370
Marketing Expenditure	21,400	16,000	16,000
Other Expenditure	1,586	1,586	1,586
Business Registration & Licences	1,100	0	0
Other Pre-Operations Expenditure	4,800	400	400
Interest on Loan	8,064.22	6,451.38	4,838.53
Operation Expenditure	74,614.50	9,301.50	10,696.73
Total Expenditure	254,584.72	137,538.88	152,891.26
Net Profit Before Tax	10,547.28	174,191.14	237,661.57
Tax	8%	8%	8%
Net Profit After Tax	9,703.49	160,255.85	218,648.64
Accumulated Net Profit	9,703.49	160,255.85	218,648.64

5.5 PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
Assets			
Fixed Assets (Book Value)			
Land & building			
Office Equipment	14,620	12,746.67	10,873.37
Furniture & Fittings	13,800	12,533.33	11,266.66
Renovation	52,000	46,333.33	40,666.43
Machines	19,000	16,666.67	14,333.34
Operation Equipment	18,574.50	1,6716	14,858
	117,994.50	10,4996	91,997.8
Current Assets			
Stock of Raw Materials	81,600	89,760	103,224
Accounts Receivable			
Cash Balance	9,703.49	160,255.85	218,648.64
	91,303.49	250,015.85	321,872.64
Other Assets			
Deposit	4,800	4,800	4,800
TOTAL ASSETS	214,097.99	359,811.85	418,670.44
Owner's Equity			
Capital	15,116.10	15,116.10	15,116.10
Accumulated Profit	9,703.49	160,255.85	218,648.64
	24,819.59	175,371.95	233,764.74
Long Term Liabilities			
Loan Balance	129,027.52	96,770.64	64,513.76
	129,027.52	96,770.64	64,513.76

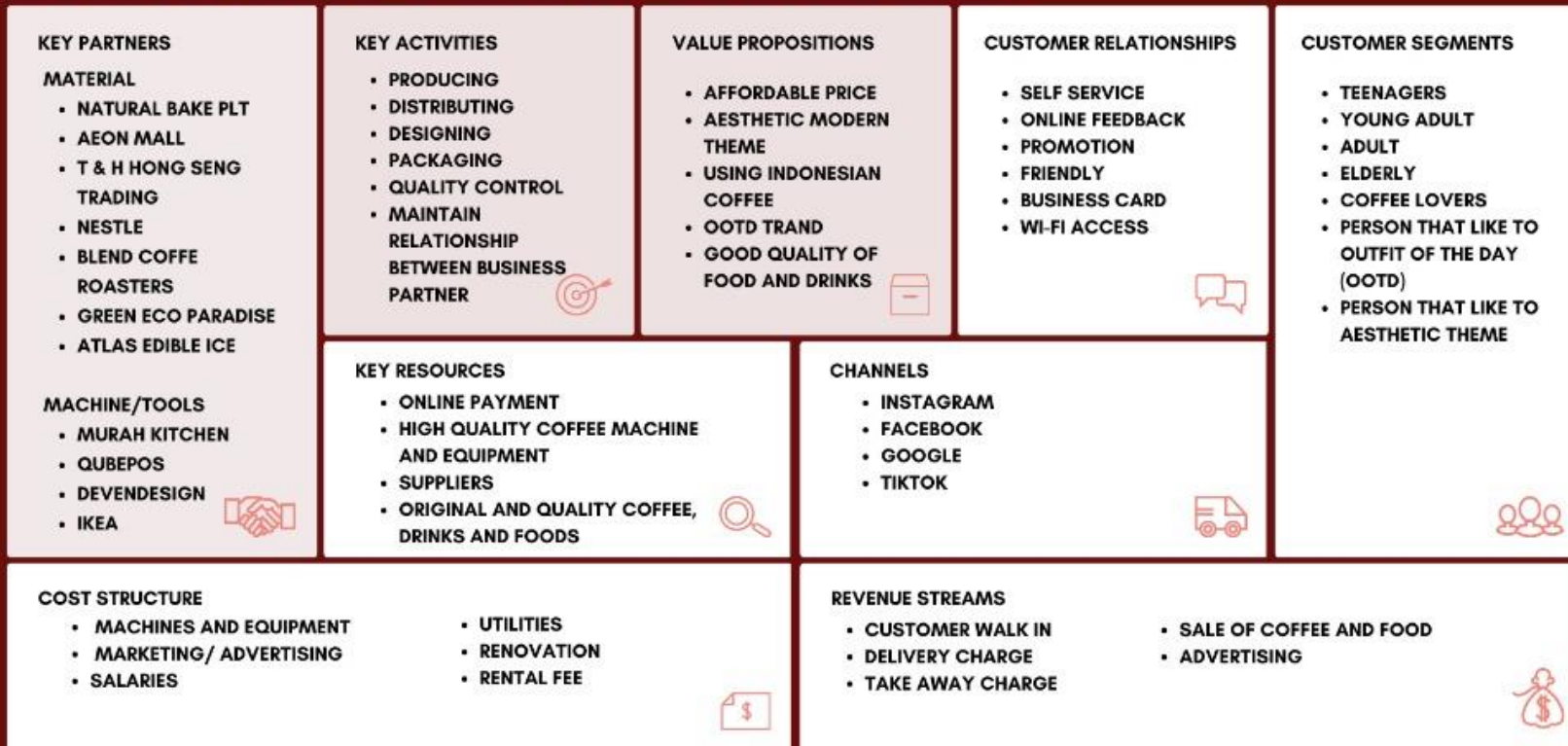
Current Liabilities			
Accounts Payable	0	0	0
TOTAL EQUITY & LIABILITIES	153,847.11	272,142.59	298,278.50



6.0 BUSINESS MODEL CANVA (BMC)

Business Model Canva (BMC)

BUSINESS MODEL CANVAS OF CARSTENZ CAFE



A decorative graphic of a scroll with a black outline and rounded corners. The scroll is partially unrolled, with the top and bottom edges curving upwards. The text "7.0 CONCLUSION" is centered within the scroll.

7.0 CONCLUSION

CONCLUSION

In conclusion, after researching about the business opportunity in Johor and the surrounding location, we all decided to proceed with aesthetic themed café as our business. The café is the best business to pursue because of the current trend that is going around in Malaysia. We want to provide the best scenery with the best coffee in town to please our customer and attract the people around the area to make our café as the go to café to chill and relax. We are also confident that we can achieve our objectives and goals either short or long term. The café were built to also reached the coffee enthusiast standard thus increase our range of customers. Finally, business plan assignment has given us a clear vision on how to run a business. This knowledge can be crucial in the future when there are a global pandemic happening like the COVID19 where a lot of people gets fired. Entrepreneurship can help the person to get an income without relying on employer.

APPENDICES

- Partnership Agreement

PARTNERSHIP AGREEMENT

This Partnership Agreement is made on “November 2022” between “AMMAR HAKIM BIN AIDI”, “HANA BINTI RAZALI”, “LUQMAN NUL HAKIM BIN JAMALUDDIN” and “MUHAMMAD BIN LOKMAN”.

Carstenz Cafe

1. The parties hereby reach an agreement to be partnership under the name of “Carstenz Café” to venture into food and beverage café. The location of the business shall be at Jalan Cantik, Taman Pelangi Indah, Ulu Tiram, Johor Bahru, Johor.

Term of Partnership

2. This Partnership commenced in November 2022 shall continue until dissolved by mutual agreement of the parties or terminated as provided in this Agreement.

Initial Capital

3. The initial capital of this Partnership was established in November 2022 and since then the capital accounts of the Partners are reflected on the tax returns and balance sheets of the Partnership.

NAME	POSITION	CAPITAL CONTRIBUTION (RM)	CAPITAL PERCENTAGE (%)
AMMAR HAKIM BIN AIDI	General & Marketing Manager	3,779.00	25
HANA BINTI RAZALI	Administration Manager	3,779.00	25
LUQMAN NUL HAKIM BIN JAMALUDDIN	Operational Manager	3,779.00	25
MUHAMMAD BIN LOKMAN	Financial Manager	3,779.00	25

Withdrawal of Capital

4. No Partner shall withdraw any portion of the capital of the Partnership without the express written consent of the other Partners.